

**Subject:** 35th Annual San Pedro Holiday Parade  
**From:** "Elise Swanson" <eswanson@sanpedrochamber.com>  
**Date:** 12/02/2015 12:49 PM  
**To:** "Jacob Haik" <jacob.haik@lacity.org>, <urbanspine@gmail.com>  
**CC:** "Lorena Parker" <lparker@sanpedroBID.com>

Hello Jacob and Tori,

I once again want to apologize to Tori for any inconvenience that the holiday parade will cause her business on Sunday. The parade is 35 years old and it has been publicized through many media outlets. The parade is the first Saturday of every month from 1:00 to 3:00 pm. As I mentioned to you on the phone, I highly recommend that you sign up for the Chamber weekly eNews so that you have a listing of events going on in the area.

As for your participation in the parade, once again I apologize but the parade is full. We would love to have you next year in the 2016 parade and when you sign-up for the eNews, you will receive notification regarding the parade starting in August 2016. You can sign up at [www.sanpedrochamber.com](http://www.sanpedrochamber.com). And, we are not actively recruiting participants for the parade and had no knowledge or involvement in any recruiting that People's Place did. Their unit participation number is capped in their parade application.

Also, please feel free to contact me at [eswanson@sanpedrochamber.com](mailto:eswanson@sanpedrochamber.com) in the future for chamber events and Lorena at [lparker@sanpedroBID.com](mailto:lparker@sanpedroBID.com) for downtown Business Improvement events. You can also sign up on their website at [www.sanpedrobid.com](http://www.sanpedrobid.com) for PBID newsletters informing you of their upcoming events and activities. Also, please check out our Facebook pages for the latest information.

Once again, I offer my apologies.

Elise Swanson  
President/CEO  
San Pedro Chamber of Commerce  
(310) 832-7272 (office)  
(310) 590-6311 (cell)

*The San Pedro Chamber of Commerce is a non-profit 501 (c) (6) membership organization. The mission of the San Pedro Chamber of Commerce is to promote, support, and advocate the interests of the business community. Our vision is to make San Pedro a better place to live, work, and visit.*

----- Forwarded message -----

From: <[urbanspine@gmail.com](mailto:urbanspine@gmail.com)>  
Date: Tue, Dec 1, 2015 at 5:22 PM  
Subject: Phone tag!  
To: [jacob.haik@lacity.org](mailto:jacob.haik@lacity.org)  
Cc: [sanpedrochamber@gmail.com](mailto:sanpedrochamber@gmail.com)

Hi Jake, thanks for calling me back today, sorry I missed you.

I am bit upset about the parade-nobody notified me they were doing this (goes in front of my business), so I had to cancel my only video shoot of the month, as a parade is going to be much too noisy to record, and I am assuming the street will be closed too? I have never been notified of any activities, so it's a bit annoying to always be blinded by these large events. I have tried any times to find out who organizes them, as I have lots of performers who could be hired for entertainment, but no one has responded to my repeated inquiries, and no one has ever notified me of any of them.

The parade is effectively putting me in the hole financially for the month. So I asked to join to promote my business. They said they were "full", yet my neighbors are all actively soliciting for more people to join their groups...so this is very hypocritical.

The past event on Nov 1, (Day of the dead) my window was vandalized (broken), and it took repeated efforts on my behalf of contacting them just to get a response. It is still broken.

I guess the BID is only for members? But it seems unfair that an organization designed to help local businesses has been actually damaging my business each month.

I did get a call back from a "Judy" but despite leaving several messages for her I have not had a response.

--  
Cheers,  
Tori

[310 866 3755](tel:3108663755)

headshots. videos. reels.

[urbanspine.com](http://urbanspine.com)